

# Design System

**Play+ Manifesto – Design That Breathes** This is our craft Design that breathes This is the official playbook for the Play+ Design System. It's more than a guide—it's the blueprint for how we bring our philosophy of "design that breathes" to life. We don't build interfaces; we create ecosystems. Play+ is founded on a simple, radical idea: Software should feel less like a machine and more like an extension of human intent. It should be a partner that anticipates, a canvas that inspires, and a tool so intuitive it disappears. We reject rigid, lifeless design. Instead, we chase a new standard: the living interface—an experience that flows, adapts, and responds with intelligence and grace.

This isn't about adding features;

it's about removing friction until all that's left is pure, unhindered momentum. Our Foundation:

**From Brand Values to Design Principles** ■ Play+ is a direct expression of Ascendion's core brand values. Every principle, material, and component in our system is derived from this foundation, ensuring our brand's soul is embedded in every interaction.

**Ascendion Value** Boldly Optimistic Deeply Empathetic Relentlessly Curious Ally Play+ Pillar(s) Distinct Engaging Inclusive Intuitive Adaptive Glass Clarity, transparency, layering Liquid Flow, momentum, adaptation Light

Illumination, guidance, feedback Expressive Typography Accessibility First Human-centric

Content Adaptive Layouts Exploratory Motion Supportive Interactions Buttons Gradient Button -

Hover State Value-to-Experience Mapping ■ **Ascendion Value** Play+ Pillar(s) Elemental Soul Key

**Design Principles Example Behavior** **\*\*Boldly Optimistic\*\*** Distinct, Engaging Light (illumination),

Liquid (momentum) Expressive Typography, Colors, Motion Buttons pulse gently on load,

typography scales with context **\*\*Deeply Empathetic\*\*** Inclusive, Intuitive Glass (clarity), Light

(natural feedback) Accessibility, Human-centric Content, Micro Layouts Input fields provide inline

feedback with soft glows and voice-ready labels **\*\*Relentlessly Curious\*\*** Adaptive, Engaging

Liquid (flow), Glass (layering, discovery) Adaptability, Macro Layouts, Exploratory Motion

Carousels reveal content on swipe/scroll with fluid motion between layers **\*\*Ally\*\*** Inclusive,

Intuitive Glass (predictability), Light (guidance) Supportive Content, Task-focused Layouts,

Accessibility Breadcrumbs light up progressively with each task step, emphasizing safe progress

**The Core Pillars: Our Unchanging Principles** ■ Pillars define the unchanging principles that form

the "Core Signature" of the Play+ experience. They are the strategic guideposts for every design

and development decision. Adaptive Philosophy: Interfaces must respond fluidly to context and

user needs. Functional Impact: Responsive layouts, reflowing containers, touch/keyboard input

parity. Emotional Impact: Ease, freedom, flexibility. Intuitive Philosophy: Design should reduce

friction and empower action. Functional Impact: Clear hierarchies, smart defaults, minimal

cognitive load. Emotional Impact: Confidence, clarity, trust. Inclusive Philosophy: Everyone

deserves equal access, comfort, and respect. Functional Impact: WCAG 2.2 AA, reduced motion

options, accessible components, localization readiness. Emotional Impact: Belonging, empathy,

dignity. Distinct Philosophy: The brand should shine through every interaction. Functional Impact:

Consistent tokens, visual signature (glass/light), strong identity cues. Emotional Impact: Recognition, emotional connection, authenticity. Engaging Philosophy: Interactions should energize and reward, never distract. Functional Impact: Subtle motion, micro-interactions, animated feedback, transitions. Emotional Impact: Delight, joy, emotional continuity. The Elements: Our Signature Soul ■ Motion Motion connects, guides, and delights. It should never distract. Linked Pillar(s): Engaging Adaptive Linked Element(s): Liquid Light Colors Color communicates hierarchy and emotion. It should be bold yet purposeful. Linked Pillar(s): Distinct Boldly Optimistic Linked Element(s): Light Expressive Typography Typography reflects tone and clarity. It balances character with function. Linked Pillar(s): Distinct Intuitive Linked Element(s): Light Icons Icons are fast, universal cues. They simplify meaning when used consistently. Linked Pillar(s): Intuitive Inclusive Linked Element(s): Light Accessibility Design must respect every user's ability. Inclusion is non-negotiable. Linked Pillar(s): Inclusive Linked Element(s): Glass Light Layouts (Micro & Macro) Structure is clarity. Grids and flow enable narrative and usability. Linked Pillar(s): Adaptive Intuitive Linked Element(s): Glass Liquid Content Strategy Content is interface. Tone, clarity, and intent must always align. Linked Pillar(s): Intuitive Empathetic Linked Element(s): Glass Key Design Principles ■ These principles are the tactical application of our pillars and elemental soul. They translate philosophy into real-world execution. Principle Description Linked Pillar(s) Linked Element(s) **Motion** Motion connects, guides, and delights. It should never distract. Engaging, Adaptive Liquid, Light **Colors** Color communicates hierarchy and emotion. It should be bold yet purposeful. Distinct, Boldly Optimistic Light **Expressive Typography** Typography reflects tone and clarity. It balances character with function. Distinct, Intuitive Light **Icons** Icons are fast, universal cues. They simplify meaning when used consistently. Intuitive, Inclusive Light **Accessibility** Design must respect every user's ability. Inclusion is non-negotiable. Inclusive Glass, Light **Layouts (Micro & Macro)** Structure is clarity. Grids and flow enable narrative and usability. Adaptive, Intuitive Glass, Liquid **Content Strategy** Content is interface. Tone, clarity, and intent must always align. Intuitive, Empathetic Glass Design That Moves With You ■ Play+ is our design system with a soul. A system where design isn't just built—it breathes. Where UIs aren't static—they react. And where style isn't surface—it's embedded into the behavior and emotion of every interaction. But Play+ is not only about aesthetics—it's a system that accelerates product creation without flattening experience . It empowers cross-functional teams to build with soul—at scale and at speed . Accessibility is embedded, motion is purposeful, and emotion is engineered with intent. Design that feels human. Components that feel alive. This is Play+.